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PTO/SB/05 (08-00) (modified)  
Approved for use through 9/30/2001, OMB 0651-0022  
Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE

JC672 U.S. PTO  
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| <b>NEW UTILITY<br/>PATENT APPLICATION<br/>TRANSMITTAL</b><br><br><i>(only for new nonprovisional applications under<br/>37 CFR 1.53(b))</i> | Attorney Docket Number | 22503-05565   |
|   | First Named Inventor   | Ignacio Sanz-Pastor   |
|   | Title                  | Interactive advertising with an automated viewing reward system |
|   | Express Mail Label No. | EL566109143US   |

| APPLICATION ELEMENTS   | ACCOMPANYING APPLICATION PARTS   |
|--|--|
| <div>1. <input checked="" type="checkbox"/> Fee Transmittal Form (in duplicate)</div> <div>2. <input checked="" type="checkbox"/> Applicant claims small entity status.<br/>See 37 CFR 1.27</div> <div>3. <input checked="" type="checkbox"/> Specification <span style="float: right;">Total Pages <span style="border: 1px solid black; padding: 0 10px;">28</span></span><br/> <i>(preferred arrangement set forth below)</i> <ul style="list-style-type: none"> <li>■ Descriptive Title of the Invention</li> <li>■ Cross Reference(s) to Related Case(s)</li> <li>■ Statement Regarding Fed sponsored R &amp; D</li> <li>■ Background of the Invention</li> <li>■ Brief Summary of the Invention</li> <li>■ Brief Description of the Drawing(s)</li> <li>■ Detailed Description</li> <li>■ Claim or Claims</li> <li>■ Abstract of the Disclosure</li> </ul> </div> <div>4. <input checked="" type="checkbox"/> Drawing(s) (35 U.S.C. 113) <span style="float: right;">Total Sheets <span style="border: 1px solid black; padding: 0 10px;">5</span></span></div> <div>5. Oath or Declaration <div>a. <input checked="" type="checkbox"/> New Declaration <span style="float: right;">Total Pages <span style="border: 1px solid black; padding: 0 10px;">1</span></span><br/> <input checked="" type="checkbox"/> Executed (original or copy)</div> <div>b. <input type="checkbox"/> Copy from a prior application (37 CFR 1.63(d))<br/> <i>(for continuation/divisional with Box 18 completed)</i> <div>i. <input type="checkbox"/> DELETION OF INVENTOR(S)<br/> Signed statement attached deleting inventor(s) named in the prior application, see 37 CFR 1.63(d)(2) and 1.33(b).</div> </div> </div> <div>6. <input checked="" type="checkbox"/> Application Data Sheet. See 37 CFR 1.76</div> | <div>7. <input checked="" type="checkbox"/> Assignment Papers (cover sheet &amp; document(s))</div> <div>8. <input type="checkbox"/> Certified Copy of Priority Document(s) <i>(if foreign priority is claimed)</i></div> <div>9. <input checked="" type="checkbox"/> Power of Attorney or Authorization of Agent</div> <div>10. <input type="checkbox"/> 37 CFR 3.73(b) Statement</div> <div>11. <input type="checkbox"/> Preliminary Amendment</div> <div>12. <input type="checkbox"/> Information Disclosure Statement &amp; PTO-1449<br/> <input type="checkbox"/> Copies of IDS Citation(s)</div> <div>13. <input checked="" type="checkbox"/> Nonpublication Request under 35 U.S.C. 122 (b)(2)(B)(i). Applicant must attach form PTO/SB/35 or its equivalent</div> <div>14. <input checked="" type="checkbox"/> Return Postcard</div> <div>15. <input type="checkbox"/></div> <div>16. <input type="checkbox"/></div> <div>17. <input type="checkbox"/></div> |
| <div style="text-align: center;">ADDRESS TO:</div> <div style="text-align: center;"> <b>Box Patent Application<br/>Commissioner for Patents<br/>Washington, D.C. 20231</b> </div>  |  |


18. If a CONTINUING APPLICATION, check appropriate box and supply the requisite information below and in a preliminary amendment or in an Application Data Sheet under 37 CFR 1.76:

☐ Continuation
☐ Divisional
☐ Continuation-in-part (CIP) of prior application No: \_\_\_\_/\_\_\_\_

Prior application information: Examiner: \_\_\_\_\_ Group/Art Unit: \_\_\_\_\_

For CONTINUATION OR DIVISIONAL APPS only: The entire disclosure of the prior application, from which an oath or declaration is supplied under Box 5b, is considered a part of the disclosure of the accompanying continuing or divisional application and is hereby incorporated by reference. The incorporation can only be relied upon when a portion has been inadvertently omitted from the submitted application parts.

19. CORRESPONDENCE ADDRESS

  
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☒ Customer Number and Bar Code Label

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|-------------------|------------------------|-----------------------------------|------------------|
| Name (Print/Type) | Michael W. Farn        | Registration No. (Attorney/Agent) | 41,015           |
| Signature         | <i>Michael W. Farn</i> | Date                              | November 7, 2001 |

22503/05565/DOCS/1221635.1

Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE

0002/PTO(modified)  
Rev. 10/2001U.S. Department of Commerce  
Patent and Trademark Office**FEE TRANSMITTAL****TOTAL AMOUNT OF PAYMENT**Subtotal (1) + Subtotal (2) + Subtotal (3) = **(\$848)****Complete if Known**

|                        |                     |
|------------------------|---------------------|
| Application Number     | Unassigned          |
| Filing Date            | November 7, 2001    |
| First Named Inventor   | Ignacio Sanz-Pastor |
| Group Art Unit         | Unassigned          |
| Examiner Name          | Unassigned          |
| Attorney Docket Number | 22503-05565         |

**METHOD OF PAYMENT****1. The Commissioner is hereby authorized to:**

- ☐ Charge the indicated fees to the below mentioned deposit account.
- ☒ Charge any additional fee required under 37 CFR 1.16 - 1.21 or credit any over payments to the below mentioned deposit account. †

Applicant claims small entity status  
See 37 CFR 1.27D Account Number: 19-2555  
D Account Name: FENWICK & WEST LLP

A A true Copy of this authorization is attached

**2. Payment Enclosed:**☒ Check ☐ Credit Card ☐ Other**CALCULATION** (fees effective 10/01/2001)

| Large Entity        | Small Entity | Fee                | Fee        |
|---------------------|--------------|--------------------|------------|
| Fee Code/Fee        | Fee Code/Fee | Description        | Due        |
| 0                   | 201/\$370    | Utility Filing     | <b>370</b> |
| 0                   | 206/\$165    | Design Filing      |            |
| 106/\$740           | 208/\$370    | Reissue            |            |
| 114/\$160           | 214/\$80     | Provisional Filing |            |
| <b>SUBTOTAL (1)</b> |              | <b>(\$370)</b>     |            |

**2. CLAIMS**

| Large Entity | Small Entity | Fee Description   |
|--------------|--------------|---|
| Fee Code/Fee | Fee Code/Fee |   |
| 103/\$18     | 203/\$9      | Claims in excess of 20                                  |
| 102/\$84     | 202/\$42     | Independent claims in excess of 3                       |
| 104/\$280    | 204/\$140    | Multiple dependent claim                                |
| 109/\$84     | 209/\$42     | Reissue independent claims over original patent         |
| 110/\$18     | 210/\$9      | Reissue claims in excess of 20 and over original patent |

**3. ADDITIONAL FEES**

| Large Entity | Small Entity | Fee Description  | Fee Due   |
|--------------|--------------|--|-----------|
| Fee Code/Fee | Fee Code/Fee |  |           |
| 105/\$130    | 205/\$65     | Surcharge - late filing fee or oath  |           |
| 127/\$50     | 227/\$25     | Surcharge-late provisional filing fee or cover sheet                       |           |
| 147/\$2,520  | 147/\$2,520  | For filing a request for reexamination                                     |           |
| 115/\$110    | 215/\$55     | Extension for response within first month†                                 |           |
| 116/\$400    | 216/\$200    | Extension for response within second month†                                |           |
| 117/\$920    | 217/\$460    | Extension for response within third month†                                 |           |
| 118/\$1,440  | 218/\$720    | Extension for response within fourth month†                                |           |
| 128/\$1,960  | 228/\$980    | Extension for response within fifth month†                                 |           |
| 119/\$320    | 219/\$160    | Notice of Appeal   |           |
| 141/\$1,280  | 241/\$640    | Petition to revive unintentionally abandoned application                   |           |
| 142/\$1,280  | 242/\$640    | Utility Issue Fee (Or Reissue)   |           |
| 143/\$460    | 243/\$230    | Design Issue Fee   |           |
| 122/\$130    | 122/\$130    | Petitions to the Commissioner  |           |
| 126/\$180    | 126/\$180    | Submission of Information Disclosure Statement                             |           |
| 179/\$740    | 279/\$370    | Request for Continued Examination (RCE)                                    |           |
| 581/\$40     | 581/\$40     | Recording each patent assignment per property (times number of properties) | <b>40</b> |
| 146/\$740    | 246/\$370    | Filing a submission after final rejection (37 CFR 1.129(a))                |           |
| 149/\$740    | 249/\$370    | For each additional invention to be examined (37 CFR 1.129(b))             |           |

Other fee (specify):

Other fee (specify):

**SUBTOTAL (3) (\$40)**

| (Col. 1)   |                        | (Col. 2) |                                | (Col. 3) |         |   |     |         |
|--|------------------------|----------|--------------------------------|----------|---------|---|-----|---------|
| For  | No. of Existing Claims |          | Highest No Previously Paid For | =        | Extra** | x | Fee | Fee Due |
| TOTAL  | 64                     | minus*   | 20 or 0                        | =        | 44      | x | 9   | 396     |
| INDEP  | 4                      | minus*   | 3 or 0                         | =        | 1       | x | 42  | 42      |
| [ ] First presentation of multiple dependent claim |                        |          |                                |          |         |   |     |         |
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**Date Mailed:** November 7, 2001 | **Atty/Sec:** MWF/rjh | **Filing Date:** November 7, 2001  
**Serial No.** Unassigned | **Docket No.:** 22503-05565  
**Applicant(s):** Ignacio Sanz-Pastor, David L. Morgan III and Christopher E. Blumenthal  
**Title:** Interactive advertising with an automated viewing reward system

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| <input checked="" type="checkbox"/> 28 pages of Specification, Claims & Abstract | <input checked="" type="checkbox"/> Nonpublication Request Under 35 USC 122   |
| <input checked="" type="checkbox"/> 5 sheets of drawings                         | <input checked="" type="checkbox"/> Power(s) of Attorney: 2                   |
| <input type="checkbox"/> Provisional Application Cover Sheet                     | <input type="checkbox"/> Amendment/Response                                   |
| <input checked="" type="checkbox"/> New Utility Application Transmittal          | <input type="checkbox"/> Response to (& copy of) Notice to File Missing Parts |
| <input type="checkbox"/> Transmittal   | <input type="checkbox"/> Request to Correct Filing Receipt                    |
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| <b>NONPUBLICATION REQUEST<br/>UNDER<br/>35 U.S.C. 122(b)(2)(B)(i)</b> | First Named Inventor | Ignacio Sanz-Pastor   |
|   | Title                | Interactive advertising with an automated viewing reward system |
|   | Atty Docket Number   | 22503-05565   |

I hereby certify that the invention disclosed in the attached application **has not been and will not be** the subject of an application filed in another country, or under a multilateral agreement, that requires publication at eighteen months after filing. I hereby request that the attached application not be published under 35 U.S.C. 122(b).

November 7, 2001

Date



Signature

Michael W. Farn, Reg. No. 41,015

Typed or printed name/Registration Number

This request must be signed in compliance with 37 CFR 1.33(b) and submitted with the application **upon filing**.

Applicant may rescind this nonpublication request at any time. If applicant rescinds a request that an application not be published under 35 U.S.C. 122(b), the application will be scheduled for publication at eighteen months from the earliest claimed filing date for which a benefit is claimed.

If applicant subsequently files an application directed to the invention disclosed in the attached application in another country, or under a multilateral international agreement, that requires publication of applications eighteen months after filing, the applicant **must** notify the United States Patent and Trademark Office of such filing within forty-five (45) days after the date of the filing of such foreign or international application. **Failure to do so will result in abandonment of this application (35 U.S.C. 122(b)(2)(B)(iii)).**

**Burden Hour Statement:** This collection of information is required by 37 CFR 1.213(a). The information is used by the public to request that an application not be published under 35 U.S.C. 122(b) (and the PTO to process that request). Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This form is estimated to take 6 minutes to complete. This time will vary depending upon the needs of the individual case. Any comments on the amount of time you are required to complete this form should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, Washington, DC 20231. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, Washington, DC 20231.